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FM
Committee

MIAMI UNIVERSITY OXFORD, OHIO

BROADCASTING SERVICE
WMUB • WMUB-TV

Telephone: OXFORD 3-2161, Ex. 323

December 28, 1961

Mr. Samuel I. Connor
Director,
Lehigh University
Office of Public Information
Bethlehem, Pa.

Dear Mr. Connor:

In response to your recent inquiry about our organization and operation, I am enclosing an outline that we have prepared which explains most of the points that you asked about. In addition, I am enclosing several copies of our monthly Program Guide which gives some idea of the nature of our programming.

Cordially,

Paul G. Yeazell

Paul G. Yeazell
Operations Manager

Enc.
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JAN 8 1962
LEHIGH UNIVERSITY
OFFICE OF PUBLIC INFORMATION

ORGANIZATION AND OPERATION OF THE MIAMI UNIVERSITY BROADCASTING SERVICE

I. Organization and Functions. The Broadcasting Service is organized as a part of the Educational Services division. The director of the Service reports to the Provost. In addition, members of the staff of the Service offer classes in radio-television through the Department of Speech, and hold faculty rank in the College of Arts and Science.

In the words of Miami's President, John D. Millett, the Broadcasting Service has a "dual function."

1. "It is an instructional adjunct of the Department of Speech . . . a kind of laboratory for students" studying radio and television.
2. It is "a University-wide educational service, to be utilized by all academic divisions . . . in the performance of our educational programs." As such, it "reaches beyond the community in providing viewing and listening opportunities to the general public."

II. Physical Plant. The Broadcasting Service is located in a modern $240,000 building constructed solely to serve the needs of radio-television at Miami. The two story structure houses all radio-television activities. It contains the following rooms: two TV studios (50' x 40' and 30' x 30') equipped with 5 vidicon camera chains, a spacious TV control room, TV transmitter room, TV engineering workshop, room with Ampex video recorder, two large radio studio-classrooms, three radio control rooms, 5 small radio studios, news room, TV carpentry shop, film room, photographic room, teacher-preparation room, seminar room for conferences and small classes, plus offices and office-reception area. Antennas for both radio and television stations are mounted on a 340' tower adjacent to the radio-television center.

The Broadcasting Service operates two stations: WMUB, an educational FM station with 830 watts effective radiated power and coverage that includes the cities of Cincinnati and Dayton, Ohio, and Richmond, Indiana, plus a number of towns and cities in a thickly populated tri-state area; and WMUB-TV, an educational television station on Channel 14 with a primary coverage area of 25 miles radius from Oxford, including the cities of Hamilton and Middletown, Ohio.

III. Staff. The full time staff of the Broadcasting Service consists of the Director of Broadcasting, an Operations Manager whose duties encompass both radio and television, Program Directors for both the radio and television stations, a Chief and one assistant Engineer, and a Secretary. In addition, two graduate assistants are assigned to the Service.

Both the radio and the television stations are operated by a staff of students under the supervision of the full time personnel; this usually requires the participation of about sixty students. Broadcasting majors are usually placed in key positions; however, it is the policy of the Service to seek the best possible person for each position. A student

wage budget has been allocated by the University for the reimbursement of some but not all of these students.

IV. Programming.

A. Radio. WMUB Broadcasts from 3:00 PM to 11:00 PM, Monday through Friday, twelve months a year. The FM station presents a wide variety of educational radio programs; it draws heavily upon the resources of Miami University and obtains programs from a number of sources in the United States and in other countries. The station is affiliated with the tape network of the National Association of Educational Broadcasters. Some of the sources of programs, in addition to the NAEB, include: The British Broadcasting Corporation, The Broadcasting Foundation of America, The Voice of America, other universities in Ohio, and a number of educational and commercial producers throughout the country. Program types include: documentaries, news, dramas, discussions, interviews, and talks, plus musical programs ranging from light dinner music to the classics. The station expands its program schedule from time-to-time, especially during Miami's basketball season, when WMUB is on the air each Saturday to provide a play-by-play account of both home and away basketball games.

WMUB subscribes to United Press International radio news service. Under faculty supervision, students edit the news and present regular newscasts over the FM station.

B. WMUB-TV. Two categories of Television programming are presented: instructional television at the college level, and non-academic educational broadcasting to a broader comunity.

During daytime hours, WMUB-TV presents college classes produced primarily for students on campus. Since the beginning of its operation, WMUB-TV has presented telecourses in the following subjects -- Principles of Animal Biology, Foundations of Human Behavior, Physiology, Sociology, Air Science, Economics, English Composition, and Shakespeare. During nighttime hours, WMUB-TV features primarily educational programs aimed at an adult audience. The station is affiliated with National Educational Television and selects from the program offerings of this network. The evening schedule also includes some programs produced locally; these vary from programs designed to supplement and enrich classroom instruction to discussions of public affairs by Miami faculty members and appraisals of Miami sports activities.

C. Programs sent to other stations. Miami University has produced a number of series and individual programs for broadcast over other stations and networks. Programs have been supplied to the NAEB tape network, to The Voice of America, to a number of commercial and educational stations in Ohio, as well as to stations outside the state. Individual programs have been supplied to both the ABC and NBC networks.

V. Classes. Miami University offers classes in radio and television at

both the Bachelor's and Master's level. The curriculum is available through the Department of Speech and AB, BS, and MA in Spech, with emphasis in radio-television, are available to students. The number of course offerings are adequate but not extensive, as the faculty feels that a minimum of specialized courses within the framework of a broad liberal arts study is the best preparation for students planning to enter the production or business aspects of radio or television. The courses that are offered train students in the operation of all radio-television equipment; in announcing, writing, and directing programs; in sales and management theory and procedures; in methods of utilizing TV in the classroom and of teaching to the camera. In addition, the student is oriented in the different kinds of commercial stations in this country, the operations of the networks, and the various controls over broadcasting exercised by local, state, and national governments. An attempt is also made to relate the broadcaster to modern society.

VI. Participation in research in broadcasting. Miami University has participated and is currently participating in several significant research studies.

A. The Experimental Study in Instructional Procedures. Under a grant from the Fund for the Advancement of Education of the Ford Foundation, Miami conducted an extensive, all-campus study over a four year period of the effectiveness of several methods of teaching large groups of students. One of the methods studied was that of teaching college groups by television. This study investigated many different aspects of televised instruction, including student achievement, student attitudes, faculty reaction, and problems of television teaching. The final 96-page report on the study was published in January, 1960, by Miami University. Several supplementary papers and reports were also published as a result of this research.

B. MPATI. Miami is participating as a "Resource Institution" in The Midwest Program on Airborne Television Instruction. In this capacity, Miami acts as liaison between MPATI and schools which are receiving televised instruction sent out from an airplane flying over Montpelier, Indiana. Miami began in 1960 to offer an annual summer workshop in instructional television, one half of which is devoted to the utilization of MPATI programs and other instructional television in the classroom.

C. The Broadcasting Service is currently cooperating with Miami's Institutional Research Service in a research project under a grant from the United States Office of Education. In this study, television will be used as a control device in investigating a number a conditions which may affect the learning process in higher education. The three year study will terminate in December, 1963.